

CHAPTER I

INTRODUCTION

1.1 Background

Indonesia is one of the most wonderful countries in the world which is full of natural view, cultural and friendly people. It is a perfect tourism destination. According to Febriani (2013) *destinasi pariwisata merupakan suatu tempat yang dikunjungi dengan waktu yang signifikan selama perjalanan seseorang dibandingkan dengan tempat lain yang dilalui selama perjalanan (misalnya daerah transit)*. In other word, tourism destination is a place visited through a significant time during someone's journey compared to other places that crossed during the trip (for example a transit area). There are some interesting destination in Indonesia such as Bali, Yogyakarta, Padang, Medan, Jakarta, Palembang, Malang, Surabaya, Lombok, etc. There are some tourism places which are very famous and familiar to foreign visitors, such as Kuta beach in Bali island with beautiful panorama and big wave for surfing adventures. Kuta beach is also known as Sunset Beach. It becomes the number one party zone. Besides, there are also Borobudur and Prambanan which are located in central Java. However, not only in Java, but also Sumatera has many tourism destinations which can be visited and explored by tourists.

Palembang is one of the big cities in Indonesia which is located in South Sumatra. Palembang city is one of tourism destinations in Indonesia which has attractive and unique tourism culture destination that can be developed and packaged appropriately to foreign and domestic tourists where the tourist destinations also have some historical value. Each object of destination has given information about its history. There are some destinations in Palembang such as Ampera Bridge as the icon of Palembang city, Kemaro Island which is as a loving island. One of the most famous historical legacies in Palembang that

is Kuto Besak Fort. There is also Agung Mosque which is still standing firmly in the middle of Palembang city, the floating cafes on the edge of the Musi River, Punti Kayu Forest Park that becomes a national park in Palembang. Sriwijaya Stadium, which is a football stadium in Palembang with a capacity of 40,000 people. Sriwijaya stadium is also recognized as an international-class stadium. Sriwijaya stadium currently used by Sriwijaya FC as a headquarters and a football match. In addition, the Sriwijaya stadium also often used as a specific event such as PON XVI, Piala Asia 2007, SEA Games 2011.

For the next event, Sriwijaya stadium will be used for Asian Games 2018. Palembang becomes one of the host for that event. So, the government of Palembang should prepare some attractions to support that event. There are some elements that need to be supported such as accommodation, transportation, and culinary. The first, accommodation is needed if the tourists stay in more than 24 hours and use the accommodation facilities to stay. The second, transportation is needed to carry passengers to their destination. The last, culinary is consists of food and beverages.

Culinary is one of the important aspect to support in an event. Every city has their traditional food. It can attract the tourists to come to the city because culinary is one of the reasons why people want to visit the city/country. They can try and taste the traditional food from that place. According to Shenoy as cited in Melati (2016) Culinary tourism is a kind of tourism where most of the activities at the destination are food related, and becoming reason influencing his travel behavior. For example, in Padang city there are some traditional foods but the famous one is Rendang. People know about that food and want to eat the real *Rendang* when people come to Padang because people said the real *Rendang* is from Padang more delicious than other.

Whereas, Palembang has also some traditional food such as *tekwan*, *model*, *lenggang*, *otak-otak* and *pempek*. Pempek is the famous one as the traditional foods from Palembang. It is made from dough of milled fish, flour, and spices which are mixed well and boiled/fried. Pempek is served with soup called *kuah cuka* or *kuah cuko*. Those foods are usually sold in every tourism destinations in Palembang, one of them is in traditional market such as at *Lorong Basah*.

In february 2018, our goverment has set Lorong Basah to become a night culinary as new destination in palembang beside Pedestrian walk at jalan Jendral Sudirman. Night culinary at *Lorong Basah* is opened from the afternoon until at midnight. The people sell many kinds of traditional food from Palembang. It is so different condition in morning and at night. In the morning Lorong Basah is as a traditional market that sells a lot of things such as, clothes, shoes, bag, food and vegetable. However, at night *Lorong Basah* becomes a beautiful place with colorful lights that can make comfortable situation when people come to visit that place and become the goal of people to take pictures especially for young generation. They can take a picture and then post their photos on social media like *Instagram*.

However, as a new culinary destination. That place is not known by some people yet. So, this place should be promoted. Actually, there are many promotion media. According to Flaminggo (2014) there are four promotion media : printed promotion media, electronic promotion media, internet promotion media, and product promotion media. Printed promotion media is the most common ways to promote something. This kind of promotion is usually done by using banners, advertisements in newspapers, magazines, books, stickers, pamphlets, flyers, and booklets. Its cost is also affordable. Booklet is one of printed promotion media to promote the night culinary of

Lorong Basah. It gives specific information, easy to be brought everywhere and easy to be distributed. Therefore, the writer is intended to make the final report about designing a booklet to promote night culinary at *Lorong Basah* as a tourism destination in Palembang.

1.2 Problem Formulation

The problem of this report is how to design a booklet of night culinary at *Lorong Basah* as tourism destination in Palembang?

1.3 Purpose

The purpose of this report is to give information about night culinary at *Lorong Basah* as tourism destination in Palembang.

1.4 Benefits

The benefits of this report are:

a. For the writer

Knowing about the new destination in Palembang city that is Night Culinary at *Lorong Basah* and giving knowledge how to create a booklet as a promoting media.

b. For the reader

Giving information especially to English Department students of State Polytechnic of Sriwijaya about Night Culinary at *Lorong Basah* as tourism destination in Palembang.